

Decas Premium Quality Soft & Moist Cranberries...

Clearly the Sweetened Dried Cranberry of Choice.

Ocean Spray Craisins®

Decas Soft & Moist

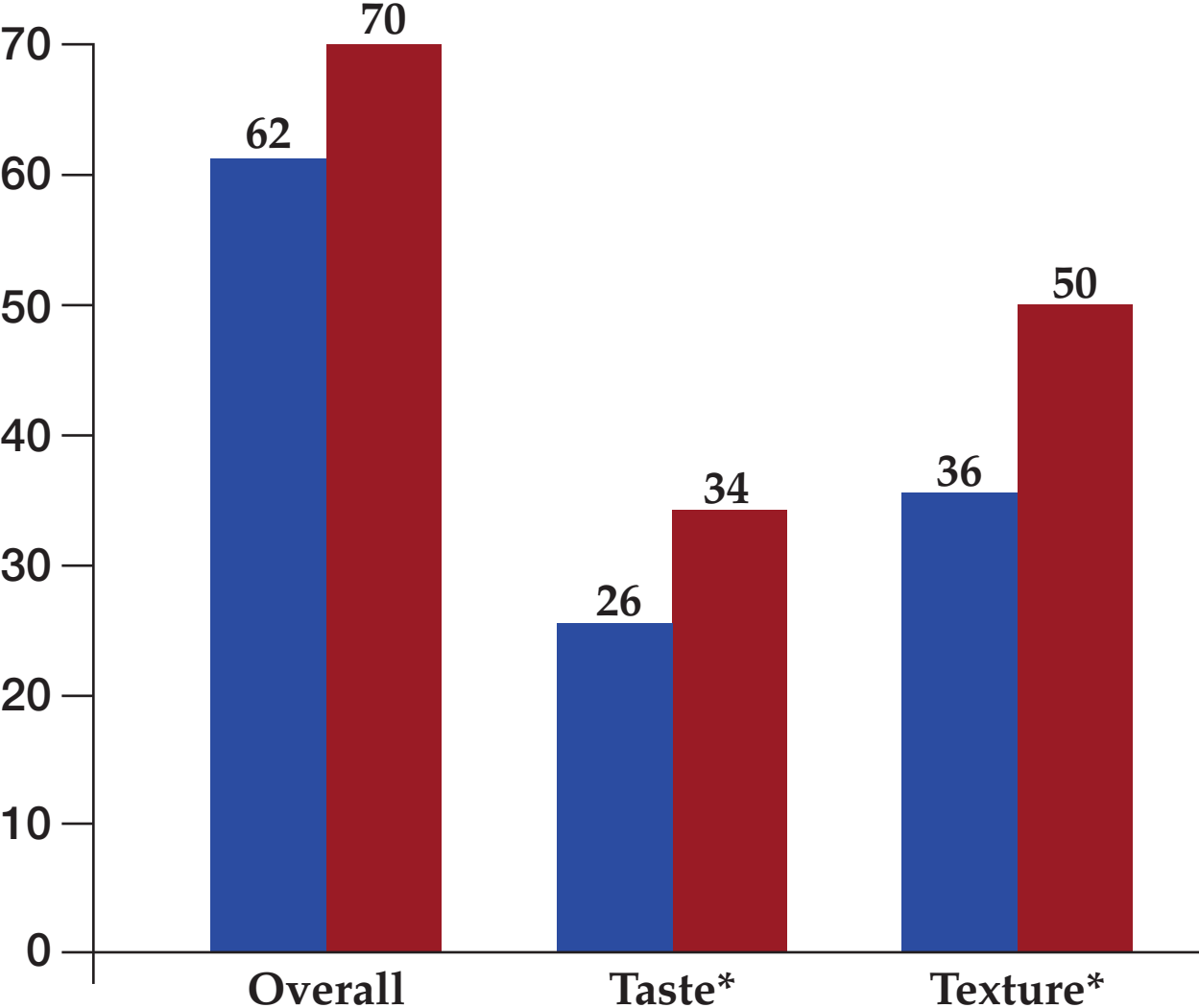
| | | |
|--|----------------------------------|--|
| <input checked="" type="checkbox"/> 74 | Overall Taste & Flavor | <input checked="" type="checkbox"/> 76 |
| <input checked="" type="checkbox"/> 77 | Cranberry Flavor | <input checked="" type="checkbox"/> 78 |
| <input checked="" type="checkbox"/> 70 | Having a Sweet-Tart Flavor | <input checked="" type="checkbox"/> 68 |
| <input type="checkbox"/> 66 | Natural Flavor | <input checked="" type="checkbox"/> 70 |
| <input type="checkbox"/> 73 | Being Naturally Fat Free | <input checked="" type="checkbox"/> 81 |
| <input checked="" type="checkbox"/> 69 | Overall Quality | <input checked="" type="checkbox"/> 70 |
| <input type="checkbox"/> 78 | Freshness | <input checked="" type="checkbox"/> 83 |
| <input type="checkbox"/> 72 | Being Soft, Moist & Chewy | <input checked="" type="checkbox"/> 77 |
| <input type="checkbox"/> 62 | Overall Appearance | <input checked="" type="checkbox"/> 70 |
| <input checked="" type="checkbox"/> 70 | Natural Cranberry Appearance | <input checked="" type="checkbox"/> 72 |
| <input checked="" type="checkbox"/> 78 | Important Source of Antioxidants | <input checked="" type="checkbox"/> 78 |
| <input type="checkbox"/> 59 | Size and Shape | <input checked="" type="checkbox"/> 74 |
| <input type="checkbox"/> 66 | Ease of Handling | <input checked="" type="checkbox"/> 72 |
| <input type="checkbox"/> 66 | Color | <input checked="" type="checkbox"/> 72 |

Blind consumer taste tests were conducted⁽¹⁾ in three geographic markets⁽²⁾ across the U.S. to compare the sweetened dried cranberry brands of Decas Soft & Moist and Ocean Spray Craisins®. A sample quota of 120 respondents was generated from shopping mall traffic. Controlled for age and sex balance, respondents were taken through tests based on a concept reading and evaluation followed by a taste test and performance rating to attain purchase interest.

⁽¹⁾ Tests were conducted February 2010. ⁽²⁾ The test cities were: Trumbull, CT, Dallas, TX and Portland, OR. Ocean Spray and Craisins are registered trademarks of Ocean Spray Cranberries Inc.



Decas Premium Quality Soft and Moist Cranberries preferred overall, in addition to taste and texture.



*Actual scoring based on 120 participants.

■ Ocean Spray Craisins ■ Decas Soft & Moist

Test results available upon request.

